INFORMATION LETTER

Not for Publication — NATIONAL CANNERS ASSOCIATION — For Members Only

No. 1560 — Washington, D. C. — October 29, 1955

Canned Foods Featured in Holiday Spread

The November issue of *Seventeen* magazine now on the newsstands contains a double-page spread in full color featuring the holiday food most people will be eating during the long Thanksgiving weekend. The article is entitled "Holiday Food in the Land of Plenty," and much of the food illustrated comes from cans, jars and other packages. The article stresses the convenience, time saving and variety offered the housewife in the matter of holiday meal preparation.

The color spread is followed by six columns of recipes and serving suggestions which mention the following tin and glass-packed products: applesauce, asparagus, carrots, cauliflower, chicken consomme, cocktail franks, cream of chicken soup, cranberry sauce, evaporated milk, grapefruit and orange sections, green beans, ham, luncheon meat, meat balls, mincemeat, mushrooms, peaches, peas, pickled herring, pimientos, pineapple slices, plum pudding, red sour cherries, sardines, smoked clams, spiced crabapples, sweet potatoes, Vienna sausages, whole kernel corn.

The feature in *Seventeen* is a follow-up of their February editorial "One Way To A Man's Heart," which, as part of the current N.C.A. Consumer and Trade Relations program, was the basis for the "Teen Cooks Love Canned Foods" promotion. A pilot promotion on the state level is currently being conducted in Minnesota with the Minnesota Canners and Freezers Association as one of the participants.

Reprints of this feature article were mailed out this week to N.C.A. members. In a covering letter from Executive Secretary Carlos Campbell it was pointed out that *Seventeen* is the magazine of a million teen-age girls who, it is reported, help plan 80 percent of the family meals, help prepare 90 percent of the family meals, and 48 percent of whom personally cook family meals at least four times a week.

USDA Pork Purchase Program

Canned pork luncheon meat and canned pork and gravy are among the products to be purchased by the U. S. Department of Agriculture under a pork purchase program announced October 24.

The program is designed "to help encourage additional domestic consumption of pork, and to assist farmers in adjusting their production to market demand."

The pork and lard to be purchased will be for current consumption through the school lunch program, institutions, and other eligible outlets. USDA will seek to limit purchases to the amounts which can be utilized, so as to avoid building up stocks that might depress the market at some future time.

Pork products being considered for purchase are pork luncheon meat processed from shoulders, hams, or loins; canned pork and gravy, from loins and hams; and lard. Consideration also is being given to the purchase of hams.

Purchases will be made on an offer-and-acceptance basis, and bids will be invited periodically. Purchases will be made from vendors operating under federal inspection and will be made on the basis of f.o.b. plants or warehouses. Detailed specifications of products to be purchased are included in a purchase announcement which is being mailed to the meat industry.

FDA Order Permitting Use of Glucose Sirup

An order permitting the use of glucose sirup and glucose sirup solids (dried glucose sirup) as optional ingredients in a number of food products has been issued by the Food and Drug Administration.

The order amends the definitions and standards of identity for the following canned foods:

Canned peaches, canned peaches with rum, canned apricots, canned apricots with rum, canned pears, canned pears with rum, canned cherries, canned cherries with rum, canned fruit cocktail, fruit butter, fruit jelly, preserves, and catsup.

On August 17 a notice of proposed rule making was published in the *Federal Register* setting forth proposals to amend the definitions and standards of identity and allowing 30 days for the submission of written views regarding the proposals (see INFORMATION LETTER of Aug. 20, page 289).

After consideration of the views presented and other relevant information, the FDA has issued the order amending the standards. The order was published in the *Federal Register* of October 27 and will be effective 60 days after the date of publication, except as to any of its provisions that may be stayed by the filing of objections within the next 30 days.

Nation's Gains in Food Technology Attributed to Processors

FDA Commissioner George P. Larrick stated this week that the ingenuity of American manufacturers has produced the most variegated and the most bountiful food supply of any country in the world.

In an address, Mr. Larrick reviewed progress in food technology and in food manufacturing, particularly since enactment of the Federal Food and Drugs Act. N.C.A. will observe the 50th anniversary of this event with appropriate ceremonies at the forthcoming Convention in Atlantic City.

Mr. Larrick said that the profound changes in the comfort and convenience of American life have been brought about by the practical application of scientific discoveries in the food industries.

He predicted that the technological problems to be solved in the future will be greater than those that have been solved in the past.

Mr. Larrick spoke at a colloquium on the biological sciences at Drexel Institute of Technology, Philadelphia, on October 27, after being awarded

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American Home Magazine

"You've used it and loved it for summer meals . . . now try it for these year-'round dishes," says June Towne, food editor, in her article entitled "Take a Can of Luncheon Meat" in the November issue of *American Home* magazine.

The six recipes given in the article, set up so that they are easy to clip and file, are shown in color and black and white photographs. In addition to canned luncheon meat, canned lima beans and pimientos are used.

Recent Radio Releases

A number of scripts dealing with the various advantages of canned foods have been released to radio stations handling women's programs as part of the current N.C.A. Consumer and Trade Relations program. These are as follows:

October 18, to 67 broadcasters with an estimated listening audience of 4,000,000 on the "Scriptease" series—copy stressing the nourishment factors.

October 19, to 179 broadcasters with an estimated listening audience of 11,000,000 on the "Timely Talks" series—copy stressing the historical scientific basis of canning.

October 20, to 178 broadcasters with an estimated listening audience of 12,000,000 on "The Kitchen-Air" series—copy pointing out the safety of canned foods in the opened can.

Pesticide Tolerance

The Food and Drug Administration has issued an order establishing a tolerance of 8 ppm for residues of Sulphenone (*p*-chlorophenyl phenyl sulfone) on apples, peaches, and pears.

Text of the order was published in the *Federal Register* of October 25 and is available from the N.C.A. Raw Products Research Bureau.

New Association Members

The following firms have been admitted into membership in the N.C.A. since August 6, 1955:

TIM'S PACKING COMPANY, Hockessin, Del. *Products*—Mushrooms, tomatoes, asparagus. *Officer*—Tim Buonamici, owner.

PET-RITZ FOODS DIVISION, Pet Milk Company, 1127 Main St., Frankfort, Mich. *Products*—Cherries, apple juice. *Officer*—B. F. Batcheler, head of canning division.

Better Living Magazine

Many canned foods are used in the 28 recipes in food editor Esther Kimmel's "Feast the Traditional Way," the food section of the November *Beter Living* magazine.

One of the four articles in the section of particular interest is entitled "It's So Fast." Beginning the article, the author says, "Long hours of food fixing went out with the horse and buggy, but old-fashioned good food didn't go with them. With modern short cuts like these, today's cooks can get traditional taste in record time." Canned corned beef, chili con carne with beans, codfish cakes, fruits for salad, applesauce, and date-nut roll are featured in the six main dish and dessert recipes in the article.

Census of Manufactures

The Bureau of the Census has announced that summaries of data collected in the 1954 Census of Manufactures, taken during the early part of this year, will be published during the first half of 1956.

A separate industry bulletin is planned for each of about 82 major industry groups comprising 450 individual industries. These will report general statistics, such as establishments, employees, man-hours, payroll, value added by manufacture, cost of materials, product shipments, and new capital expenditures, for each industry and by states, with historical comparisons.

In advance of the detailed industry report, a separate release for each of the 450 industries is scheduled at the end of 1955 and in early 1956. These will include general statistics by states and U. S. totals for selected data.

The Bureau of the Census also has scheduled release of its reports under the Census of Business for the latter part of this year and early next year.

Canned Baby Food Stocks

Details of the canned baby food supply, stock and shipment situation are reported by the N.C.A. Division of Statistics as follows:

	1954	1955
	(*thousands of dozens*)	
Canner stocks, Jan. 1	65,305	74,083
Pack, Jan.-Sept.	115,759	114,049
Supply	181,064	188,132
Canner stocks, Oct. 1	63,803	68,468
Canner shipments during Sept.	14,276	14,223
Canner shipments, Jan.-Sept.	117,261	119,664

Pack of Canned Meat

The quantity of meat canned and meat products processed under federal inspection during the month of September has been reported by the Agricultural Marketing Service, USDA, at 132,999 thousand pounds, including quantities for defense.

Canned Meat and Meat Products Processed under Federal Inspection September, 1955

	3 Lbs. & over	Under 3 Lbs.	Total
	(*thousands of pounds*)		
Luncheon meat	11,201	7,981	19,182
Canned hams	13,227	351	13,577
Beef hash	287	6,569	6,856
Chili con carne	616	12,808	13,424
Vienna sausage	373	5,525	5,898
Frankfurters and wieners in brine	23	300	323
Deviled ham	.....	693	693
Other potted and deviled meat products	.....	3,221	3,221
Tamales	199	2,591	2,789
Sliced, dried beef	17	336	353
Chopped beef	.....	2,620	2,620
Meat stew	82	5,004	5,086
Spaghetti meat products	214	5,807	6,020
Tongue (not pickled)	96	123	220
Vinegar pickled products	914	1,491	2,404
Sausage	75	417	492
Hamburger	246	2,777	3,022
Soups	1,746	21,725	23,471
Sausage in oil	490	320	810
Tripe	.....	220	220
Brains	17	196	213
Loins and picnics	1,705	22	1,727
All other products 20% or more meat	202	5,662	5,864
All other products less than 20% meat (except soup)	504	9,399	9,903
Total all products	32,234	96,155	128,389

Stocks of Canned Fruits on Oct. 1 and September Shipments

Reports on canners' stocks and shipments of canned apples, applesauce, and RSP cherries have been issued by the N.C.A. Division of Statistics, and detailed reports covering the October 1 stock and shipment situation have been mailed to all canners of these products.

	Carry-over month	Case basis	Total Supply 1954	Total Supply 1955	Canners Stocks, Oct. 1, 1954	Canners Stocks, Oct. 1, 1955	Season Shipments to Oct. 1, 1954	Season Shipments to Oct. 1, 1955
			(*thousands of cases*)					
Apples	Aug.	6/10	785	1,409	371	[a]1,016	416	393
Applesauce	Aug.	actual	4,886	5,556	3,185	3,603	1,701	1,952
RSP cherries	July	actual	3,253	5,027	2,014	3,074	1,239	1,953

[a] Stocks consist of 1,086,774 actual cases, comprising 786,460 6/10's, 288,288 24/2's, and 12,026 cases in miscellaneous container sizes.

Lou Ratzesberger Honored

Louis Ratzesberger, Jr., 1953 President of the N.C.A., has been elected president of the Illinois State Chamber of Commerce.

Food and Drug Anniversary

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the honorary degree of doctor of science.

Mr. Larrick's address reviewed the advancing technology since the establishment of Drexel Institute in 1891. In those days, he pointed out, Dr. Harvey W. Wiley was soon to gain prominence as a scientist who dedicated himself to the task of reform and improvement in the nation's food and drug supply.

And, Mr. Larrick declared, "I am honored as a representative of the Food and Drug Administration to appear today on this program, at a time when the pure food and drug law in this country will soon be 50 years old."

Dehydrated Orange Juice

Procurement will be made in the near future by the Army Quartermaster Corps of a limited quantity of dehydrated orange juice, to be used in field tests to determine troop acceptability. According to a QMC announcement, the dehydrated orange juice is designed to replace the canned orange juice now provided in overseas areas.

Copies of the purchase description for dehydrated orange juice may be obtained from the Specification Office, Quartermaster Food and Container Institute, 1819 West Pershing Rd., Chicago 9, Ill.

Shipments of Glass Containers

Shipments of glass containers for food during the first nine months of 1955 exceeded the volume shipped during the same period of 1954, on the basis of reports by the Bureau of the Census, U. S. Department of Commerce.

Shipments of glass containers were up about 4 percent over the same period of last year.

	Jan. through Sept. 1954	1955
	(thousands of gross)	
Wide-mouth food (including fruit jars and jelly glasses)	25,920	27,119
Narrow-neck food	10,029	10,878

Text of Proposed FDA Standards for Canned Prune Juice

Notice is given in the *Federal Register* of October 28 that the Food and Drug Administration proposes to adopt a definition and standard of identity for canned prune juice.

Following is the text of the notice:

DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE

Food and Drug Administration

[21 CFR Part 27]

CANNED PRUNE JUICE, A WATER EXTRACT OF DRIED PRUNES

NOTICE OF PROPOSED RULE MAKING

In the matter of adopting a definition and standard of identity for canned prune juice, a water extract of dried prunes:

Notice is hereby given that a petition has been filed by the National Canners Association, 1133 Twentieth Street, N.W., Washington 6, D. C., whose members include manufacturers of canned prune juice, a water extract of dried prunes, setting forth a proposal to adopt a definition and standard of identity for canned prune juice, a water extract of dried prunes. The proposal is set out below.

Pursuant to the authority of the Federal Food, Drug, and Cosmetic Act (sec. 401, 52 Stat. 1046, 68 Stat. 54; 21 U.S.C. 341), and in accordance with the authority delegated to the Commissioner of Food and Drugs by the Secretary of Health, Education, and Welfare (20 F.R. 1996), all interested persons are invited to submit their views in writing regarding the proposal of the above-named petitioner as published in this notice. All views and comments should be submitted in quintuplicate, addressed to the Hearing Clerk, Department of Health, Education, and Welfare, Room 5440, Health, Education, and Welfare Building, Washington 25, D. C., and should be posted prior to the thirtieth day following the date of publication of this notice in the *Federal Register*.

The proposal of the petitioner is as follows:

It is proposed that Part 27 be amended by adding the following new section:

§ 27.—*Canned prune juice; identity; label statement of optional ingredients.*

(a) Canned prune juice is the food prepared from the water extract of dried prunes and contains not less than 18.0 percent by weight of soluble solids derived from dried prunes. Such food may contain one or more of the optional acidulants specified in paragraph (b) of this section. Such food is sealed in a container and so processed by heat as to prevent spoilage.

(b) The optional acidulants referred to in paragraph (a) of this section are:

(1) Lemon juice.
(2) Lime juice.
(3) Citric acid.
(4) Lactic acid.
(5) Malic acid.
(6) Tartaric acid.

The amount of optional acidulant or any combination of two or more of these acidulants that may be added to prune juice containing not less than 18.0 percent by weight of soluble solids derived from dried prunes shall be that quantity which is necessary for flavoring.

(c) (1) The label shall bear the name "Prune juice, a water extract of dried prunes." When one or more of the optional ingredients permitted by paragraph (b) of this section are used, the label shall bear the name or names of such ingredient or ingredients, in order of predominance, if any, of the weight of such ingredients. Such name or names shall be preceded by the words "Flavored with."

(2) Wherever the name of the food appears on the label so conspicuously as to be easily seen under customary conditions of purchase, the words specified in this section, showing the optional ingredients used, shall immediately and conspicuously follow such name, without intervening written, printed, or graphic matter.

Dated: October 21, 1955.

[SEAL] GEO. P. LARRICK,
Commissioner of Food and Drugs.

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